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1989 U.S. Export Figures • James Michener Picks Up the Pace
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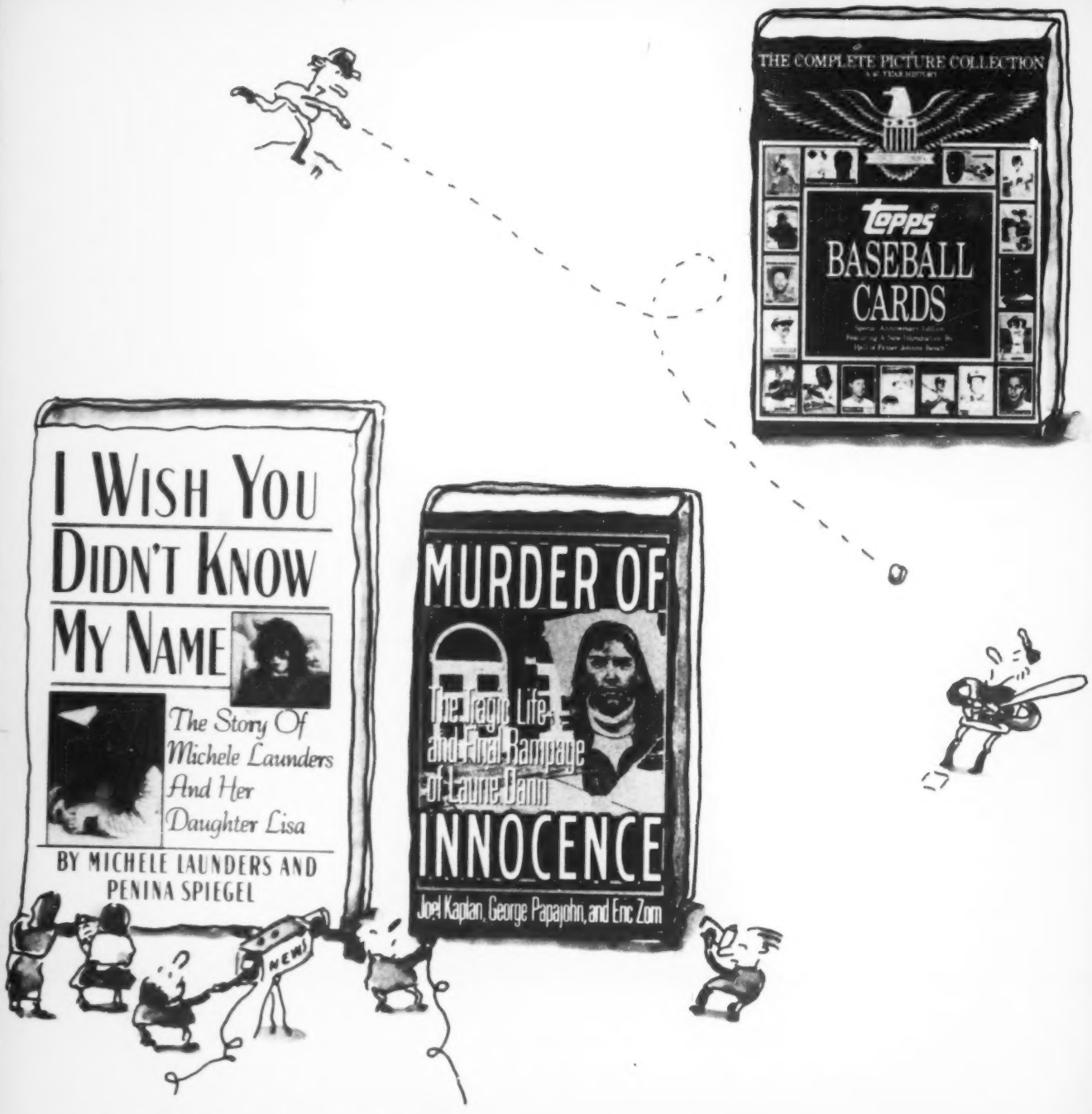
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NEWS

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FEATURES

**'Whatsoever Thy Hand Findeth to Do . . . '** ..... 17

Looking to fill leisure time with more creative activity, many turn to hobbies and crafts, thus creating a boon for related how-to and picture books

*By Eleanor Siegel*

**A Stitch in Time** ..... 20

Book clubs get ready for the increased demand for books on hobbies and crafts

*By Eleanor Siegel*

**Balancing the Books, 1989** ..... 26

U.S. book exports pass $1 billion; world data reported

*By Chandler B. Grannis*

DEPARTMENTS

NEWS OF THE WEEK ..... 13

Media Groups Seek Ban On Punitive Libel Awards

Elsevier's U.S. Earnings Up 9%; Group Net Sales Over $1 Billion

Bookstore Has Woman Arrested for Destroying Copies of *Esquire*

HarperCollins to Sell Australia's Largest Book Retailer

Britain's André Deutsch Seeks Merger Partner

Coalition to Defy Michigan Censors with Widely Shown Film Spot

17 Writers Each Receive $10,000 from Fund for Free Expression

Despite Compromise Efforts, NEA Debate Rises in Rancor

TRADE NEWS ..... 34

Rodale Signals New Departure With Michener Book

Thunder's Mouth Reprises *The Godfather of Soul*

PW INTERVIEWS ..... 38

Florence King

FORECASTS ..... 40

Nonfiction ..... 40

Fiction ..... 44

Paperbacks ..... 49

How-To Books ..... 53

COLUMNS

Highlights ..... 11
Letters ..... 12
Media ..... 12
Calendar ..... 12
Transpacific ..... 36
West Watch ..... 37
Index to Forecasts ..... 56
Weekly Exchange ..... 59
Paperback Bestsellers ..... 63
Hardcover Bestsellers ..... 64

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# HIGHLIGHTS

### Ban Sought on Libel Awards

A number of media groups, including the AAP, have filed a joint *amicus* brief urging the Supreme Court to abolish punitive damages in libel awards. They ask that damages be limited to actual damages sustained, saying punitive awards are unconstitutional. The court is expected to rule early next year. *Page 13*

### Woman Arrested in Bookstore Protest

A woman who tore up copies of *Esquire* magazine in a Bellingham, Wash., bookstore to protest one of its features about women was arrested and charged with malicious mischief; since she refused to post bond she was held in jail. The store owner said she had chosen an "illegal form of protest," and her action was an attempt at censorship. *Page 14*

### Persecuted Writers Get Awards

Seventeen writers from around the world who have been victims of political persecution—including one from the United States—have each received awards of $10,000 through the Fund for Free Expression, headed by former Random House CEO Robert Bernstein. The money comes from the estates of Lillian Hellman and Dashiell Hammett. *Page 15*

### U.K.'s Deutsch Seeks Merger

One of Britain's only remaining independent trade publishers, André Deutsch, is seeking a partner for an alliance or merger that will help it grow, "rather than continuing to operate on a shoestring," according to CEO Tom Rosenthal. He said the firm is now in good shape, but "we're not big enough to stand alone." *Page 14*

### Crafts Books in Spotlight

Books on hobbies and crafts, long a publishing staple, are expanding in numbers as more specialist publishers enter the field. One of its significant features today is the nature of the crossover audience—women's interest in areas formerly reserved for men, and vice versa. *Page 17*

### U.S. Book Exports: A New High

U.S. book exports surged to a new record level in 1989, expanding by 21.4% over 1988 to a total of $1.125 billion in dollar value, according to figures released by the Department of Commerce. The export-import ratio was 58.4 to 41.6 in 1989, also a considerable improvement over the previous year. These figures are part of a statistical roundup that begins on *page 26*.

### Michener & Rodale: A New Team

James Michener has been downsizing his approach to publishing at the same time that Rodale has been expanding beyond its specialized base. Trade News describes how the two met in the middle—and other current Michener plans. *Page 34*

### Copublishing with Japan

The giant Toppan company in Tokyo has entered into copublishing arrangements, involving Japanese-English editions, with Addison-Wesley and Simon & Schuster, and early results seem to augur a promising new development. See our Transpacific column, *page 36*.

## AAP Sales Report for April

| Category | % change, April* | % change, YTD |
|---|---|---|
| Adult hardcover | 61.1 | 17.8 |
| Adult paperback | 1.3 | 17.5 |
| Juvenile hardcover | 46.0 | 14.3 |
| Juvenile paperback | 34.8 | 27.7 |
| Univ. pr. hardcover | 2.2 | 2.6 |
| Univ. pr. paperback | -10.9 | 11.9 |
| Bibles, etc. | 7.6 | 17.0 |
| Mass market paperback | 33.9 | 22.4 |
| Book club | -1.0 | -2.2 |
| Mail order | -19.0 | -7.9 |
| Sci-tech | 20.4 | 17.1 |
| College texts | 0.7 | 11.4 |
| School texts | 16.0 | 12.0 |

*Percent changes measured against same time periods, 1989.

***An extraordinary sales increase*** *for adult hardcover books was a feature of the April sales report compiled by the AAP. It showed a 61.1% increase over the same month last year, for a year-to-date figure 17.8% ahead. Adult paperbacks were equally strong YTD, though their April sales barely held their own. Children's books continued a spectacular advance, with paperbacks furthest ahead; so did mass market paperbacks, currently up 22.4% over their 1989 sales level. Only book club and mail-order sales continued to lag.*

# Balancing the Books, 1989

BY CHANDLER B. GRANNIS

The value of U.S. book exports in 1989 increased by a handsome 21.4% over the 1988 record total, for a new record figure of $1.125 billion. Total units sold abroad surged by 32%, for a total of 377.5 million books, according to the U.S. Department of Commerce, Bureau of the Census.

Imports in 1989, valued at $799.9 million, were a shade below the figure for 1988. The 1989 ratio of U.S. book exports to imports was 58.4 to 41.6; in 1988 it was 55.5 to 44.5.

Figures on U.S. foreign trade have been compiled by *PW* from Department of Commerce printouts supplied by that bureau's publishing industry specialist, William S. Lofquist, who has also provided additional tabulations.

## U.S. Book Exports Pass $1 Billion; World Data Reported

Significant changes in U.S. foreign book trade reporting were introduced starting in October 1989. Large miscellaneous groups have been broken down into separate classifications. In exports, a dozen groups replace the previous eight. Import categories are dramatically

TABLE A

### U.S. BOOK EXPORTS, 1989
**Shipments Valued at $2500 or more**
**(dollars and units in thousands)**

| | 1989 $ | % Chg. 88–89 | 1989 Units | % Chg. 88–89 |
|---|---|---|---|---|
| Dictionaries | 4,636.0 | -8.3 | 1,163.9 | +33.6 |
| Encyclopedias | 31,234.0 | -7.2 | 5,669.5 | -15.2 |
| Textbooks | 198,481.0 | +22.5 | 35,278.4 | +92.5 |
| Bibles & Other Religious Books | 61,109.0 | +42.9 | 50,544.5 | +13.6 |
| Technical, Scientific, & Professional Books | 383,415.0 | +58.0 | 57,225.5 | +5.5 |
| Art & Pictorial Books | 16,858.0 | — | 6,716.5 | — |
| Hardbound Books not elsewhere indicated | 108,567.0 | — | 40,213.5 | — |
| Rack-size Paperbound | 170,025.0 | +59.0 | 92,162.2 | -6.9 |
| Other Books not elsewhere indicated | 129,504.0 | — | 188,491.6 | — |
| Children's Picture Coloring, Drawing | 10,170.0 | +15.0 | — | — |
| Music Books | 8,223.0 | +0.1 | — | — |
| Atlases | 935.0 | — | — | — |
| **TOTAL EXPORTS** | **$1,123,155.0** | **+21.4** | **477,465.4** | **+32.0** |

*Comparative percentages by William S. Lofquist.*

TABLE B

### TECHNICAL, SCIENTIFIC & PROFESSIONAL BOOKS: U.S. EXPORTS TO MAJOR COUNTRIES, 1989
**(in thousands)**

| | |
|---|---|
| Canada | $ 71,218 |
| United Kingdom | 62,953 |
| Australia | 43,442 |
| Japan | 40,799 |
| Germany, West | 31,756 |
| France | 15.517 |
| Netherlands | 11,959 |
| India | 10,178 |
| Brazil | 8,147 |
| Singapore | 7,849 |
| Ireland | 7,556 |
| Mexico | 6,464 |
| Hong Kong | 5,899 |
| Taiwan | 5,174 |
| Sweden | 4,595 |
| Italy | 4,047 |
| Switzerland | 3,861 |
| S. Africa, Rep. | 3,786 |
| Korea, South | 3,651 |
| Spain | 3,467 |
| China | 3,101 |
| New Zealand | 2,665 |
| Denmark | 2,192 |
| Belgium | 2,116 |
| Finland | 1,917 |
| Portugal | 1,478 |
| **TOTAL, WORLD** | **$ 383,415** |
| 1988-1989 % change | +58.0 |

TABLE C

### U.S. BOOK IMPORTS
**1970–1989 (in thousands)**

| | |
|---|---|
| 1989 | $ 799.9 |
| 1985 | 564.3 |
| 1980 | 511.6 |
| 1975 | 147.6 |
| 1970 | 92.0 |

TABLE D

## 1981-1983 TRANSLATION PUBLISHING

### Principal Countries & EEC

| | 1981 | 1982 | 1983 |
|---|---|---|---|
| *Belgium | 1,071 | 798 | 854 |
| Canada | 364 | 300 | 499 |
| Czechoslovakia | 729 | 1,673 | 1,161 |
| *Denmark | 1,120 | 1,387 | 1,503 |
| Finland | 1,454 | 1,425 | 1,250 |
| *France | 2,794 | 1,894 | 3,436 |
| Germany, East | 707 | 841 | 909 |
| *Germany, West | 4,904 | 8,168 | 7,500 |
| *Greece | 482 | — | — |
| Hungary | 419 | 1,227 | 1,397 |
| *Italy | 1,871 | 2,034 | 3,939 |
| Japan | 2,754 | 2,479 | 2,498 |
| Norway | 983 | 1,000 | 1,004 |
| Poland | 591 | 1,009 | 704 |
| *Portugal | 449 | 949 | 704 |
| *Spain | 6,361 | 7,381 | 7,447 |
| Sweden | 840 | 2,128 | 1,996 |
| Switzerland | 897 | 1,002 | 1,106 |
| USSR | 7,171 | 7,196 | 7,443 |
| *United Kingdom | 1,035 | 1,070 | 1,143 |
| United States | 1,086 | 1,319 | 969 |
| Yugoslavia | 981 | 1,599 | 1,297 |
| **ALL REPORTED COUNTRIES** | 43,841 | 52,198 | 55,618 |

Among EEC countries (*), no translation figures from Ireland are reported, and only single-digit figures from Luxembourg and the Netherlands. Total includes countries not listed here. Source: UNESCO.

TABLE E

## U.S. BOOK IMPORTS, 1989

### Shipments Valued at $1250 or more

(dollars and units in thousands)

| | 1989 $ | 1989 Units |
|---|---|---|
| Dictionaries, Thesauruses | $4,624.0 | 1,327.0 |
| Encylcopedias (incl. installments) | 5,283.0 | 870.4 |
| Textbooks | 79,267.0 | 16,601.9 |
| Bibles & Other Religious Books | 30,680.0 | 30,102.8 |
| Technical, Scientific, Professional | 94,197.0 | 19,426.2 |
| Art, Pictorial: under $5 each | 16,528.0 | 12,737.3 |
| $5 and up each | 19,843.0 | 1,759.3 |
| Hardbound Books not elsewhere indicated | 285,561.0 | 89,489.8 |
| Rack-size Paperbound | 27,048.0 | 20,610.1 |
| Other, not over 4pp. | 3,962.0 | 18,519.6 |
| 5–48pp. | 49,272.0 | 120,643.7 |
| 49pp. or more | 136,342.0 | 76,554.6 |
| Children's picture, coloring, drawing | 39,862.0 | — |
| Music Books not elsewhere indicated | 2.947.0 | — |
| **TOTALS** | **$799,932.0** | **468,642.9** |

TABLE F

## U.S. BOOK EXPORTS COMPARED TO TOTAL U.S. BOOK SALES, 1970–89

(in thousands)

| | Exports | Tot. sales | Exports as % of total sales |
|---|---|---|---|
| 1989 | $ 1,123.2 | $ 14,000.0 | 8.0 |
| 1985 | 591.2 | 10,156.0 | 5.8 |
| 1980 | 518.9 | 6,411.0 | 8.1 |
| 1975 | 269.3 | 3,789.3 | 7.1 |
| 1970 | 174.9 | 2,677.0 | 6.5 |

*Compiled by William S. Lofquist*

revised; the "Other Books" line, which had lumped nearly 86% of dollar totals into one figure, is replaced by several groups, and the imports tabulation now includes 14 groups in all. Generally, the export and import categories are broadly compatible with actual industry practice. The previous import tabulations existed mainly to serve U.S. Customs needs in connection with the now defunct manufacturing clause.

Another change is a revision in the value of shipments recorded. Export figures now cover no individual shipments valued at under $2500; and import data, none at under $1250. The Census Bureau now states that it has adjusted the reported figures to include estimates for the shipments at the lower valuations.

Tables A, exports, and E, imports, are the key tabulations. Art and pictorial books are shown separately for the first time; atlases are newly shown; music books are noted; and pamphlets and small books are accounted for. Unfortunately, most children's books are not counted in the "children's" category, which relates to novelty ("toy") and picture books primarily.

Table F, provided by Lofquist, compares book exports with total book sales in selected years. We have added Table C to show import sales, which can be compared with the export totals for the same years.

Tables G and I show trade, by country, between the U.S. and major trading partners including European Economic Community (EEC) members; the countries are ranked according to 1989 transactions in U.S. dollars.

In Table H, Lofquist has shown export trends in the vital area of technical, scientific and professional books—34% of all book export dollars in 1989. Table B, in the same subject area, indicates 1989 exports to major countries and the EEC.

Tables D, J and K have been developed by *PW* from the *UNESCO Statistical Yearbook for 1989*, published early in 1990, but numbers for Canada, the U.K. and the U.S. were obtained from national sources. They show trends for the years indicated in title output by principal book-producing countries including those in the EEC, and translations in major languages by all countries. □

TABLE G

## 1988–1989 U.S. BOOK IMPORTS

**Shipments Valued at $1250 or More. Principal Countries & European Economic Community**

**(Ranked by 1989 dollar amounts, in thousands)**

| | 1988 $ | 1989 $ | 1988 Units | 1989 Units |
|---|---|---|---|---|
| *United Kingdom | 184,698 | 189,482 | 52,305.7 | 52,430.2 |
| Japan | 152,143 | 120,694 | 82,842.7 | 54,480.4 |
| Hong Kong | 94,427 | 102,504 | 55,293.4 | 49,378.5 |
| *Italy | 54,468 | 62,409 | 27,875.2 | 38,899.0 |
| Canada | 72,428 | 61,896 | 210,714.1 | 104,962.3 |
| Singapore | 31,932 | 44,774 | 19,959.9 | 19,573.7 |
| *Spain | 41,970 | 42,947 | 18,546.0 | 14,369.1 |
| *Germany, West | 35,201 | 37,438 | 12,140.9 | 11,167.7 |
| *Netherlands | 13,198 | 14,648 | 2,994.3 | 4,436.1 |
| Korea, South | 17,224 | 12,618 | 11,498.8 | 6,893.7 |
| *Belgium | 9,447 | 12,396 | 3,919.9 | 4,854.7 |
| *France | 11,261 | 10,638 | 8,772.7 | 4,524.2 |
| Taiwan | 9,583 | 9,893 | 7,793.4 | 7,572.5 |
| Colombia | 9,992 | 9,355 | 6,663.7 | 5,450.5 |
| Switzerland | 6,792 | 8,640 | 1,940.3 | 2,173.7 |
| Mexico | 8,779 | 7,100 | 7,492.3 | 3,275.4 |
| *Denmark | 1,581 | 6,521 | 2,610.3 | 1,402.9 |
| Israel | 6,507 | 6,004 | 1,808.1 | 1,661.6 |
| Yugoslavia | 4,183 | 5,815 | 2,905.9 | 4,428.3 |
| Australia | 5,829 | 5,314 | 1,243.7 | 1,587.1 |
| China | 4,589 | 4,887 | 6,194.2 | 2,480.8 |
| Sweden | 3,418 | 3,133 | 3,695.2 | 1,573.4 |
| **WORLD TOTALS | $800,501 | $799,932 | 561,477.8 | 408,642.9 |

*EEC country.
**Includes figures for the countries not specifically listed here.

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TABLE H

## TECHNICAL, SCIENTIFIC & PROFESSIONAL BOOKS: U.S. SALES AND EXPORTS, 1970–1989

(in thousands)

| | U.S. TSP exports | Total U.S. TSP sales | TSP Exp. as % of sales |
|---|---|---|---|
| 1989 | $ 383.4 | $2,400.0 | 16.0 |
| 1985 | 140.5 | 1,789.5 | 7.9 |
| 1980 | 53.9 | 978.7 | 5.5 |
| 1975 | 44.0 | 575.1 | 7.7 |
| 1970 | 24.9 | 311.0 | 8.0 |

*Source: William S. Lofquist*

TABLE J

## 1981-1983 TRANSLATION PUBLISHING

By Language Source

| | 1981 | 1982 | 1983 |
|---|---|---|---|
| English | 18,445 | 22,208 | 24,468 |
| French | 4,977 | 6,205 | 6,084 |
| German | 3,964 | 4,501 | 4,818 |
| Russian | 5,919 | 6,238 | 6,370 |
| Italian | 1,327 | 1,433 | 1,645 |
| Scandinavian | 1,446 | 1,908 | 2,151 |
| Spanish | 619 | 715 | 847 |
| Classical (Gr.,Lat.) | 732 | 839 | 1,116 |
| Arabic | 169 | 298 | 322 |
| Japanese | 141 | 208 | 222 |
| Chinese | 103 | 159 | 148 |
| Other | 5,999 | 7,486 | 7,427 |

TABLE I

## 1988–1989 U.S. BOOK EXPORTS TO MAJOR COUNTRIES

Shipments Valued over $2000 or More. Principal Countries & European Economic Community

(Ranked by 1989 dollar amounts, in thousands)

| | 988 $ | 1989 $ | 1988 Units | 1989 Units |
|---|---|---|---|---|
| Canada | $364,371.0 | $394,180.0 | 143,381.2 | 168,523.6 |
| *United Kingdom | 141,824 | 167,638 | 45,862.3 | 63,578.6 |
| Australia | 69,500 | 112,683 | 35,216.2 | 50,377.2 |
| Japan | 58,972 | 79,159 | 17,710.6 | 31,377.2 |
| *Germany, West | 28,395 | 39,873 | 10,152.9 | 12,290.1 |
| *Netherlands | 28,274 | 32,735 | 10,696.9 | 12,610.9 |
| Mexico | 14,786 | 26,339 | 9,823.3 | 10,542.3 |
| Singapore | 15,924 | 21,715 | 7,009.8 | 11,541.8 |
| *France | 19,076 | 21,448 | 5,859.1 | 6,649.8 |
| India | 15,270 | 16,615 | 4,129.4 | 4,344.3 |
| Brazil | 14,406 | 14,910 | 5,563.7 | 4,839.1 |
| South Africa Republic | 11,205 | 14,752 | 5,379.2 | 9,203.1 |
| Taiwan | 9,183 | 12,648 | 2,938.7 | 6,420.3 |
| Philippines | 10,271 | 11,949 | 5,988.8 | 7,203.1 |
| Hong Kong | 8,674 | 10,987 | 2,487.8 | 4,400.0 |
| *Ireland | 7,027 | 9,782 | 1,363.9 | 2,591.7 |
| New Zealand | 6,999 | 8,007 | 2,806.1 | 4,884.1 |
| *Italy | 7,147 | 8,815 | 2,041.3 | 3,537.1 |
| Korea, South | 6,467 | 7,764 | 2,106.5 | 3,143.9 |
| *Spain | 3,236 | 7,208 | 1,118.0 | 2,613.7 |
| *Portugal | 318 | 4,836 | 98.6 | 1,757.8 |
| Venezuela | 2,935 | 4,232 | 1,553.6 | 5,618.9 |
| *Belgium | 4,786 | 3,999 | 1,336.2 | 2,063.8 |
| *Denmark | 1,883 | 3,031 | — | — |
| *Greece | 362 | 598 | — | — |
| *Luxembourg | 19 | 39 | — | — |
| Switzerland | 7,192 | 6,922 | 2,834.0 | 2,814.7 |
| Sweden | 3,912 | 6,403 | 1,344.8 | 2,303.4 |
| China | 4,528 | 6,179 | 1,179.4 | 1,883.6 |
| **TOTAL EXPORTS | $925,224.0 | 1,123,155.0 | — | — |

*EEC country.
**Includes figures for the countries not specifically listed here.

TABLE K

## 1985–1987 WORLD BOOK TITLE OUTPUT

### Principal Publishing Countries & EEC

| | 1985 | 1986 | 1987 |
|---|---|---|---|
| **AFRICA** | | | |
| Egypt | 1,366 | 1,416 | 1,276 |
| Nigeria | 2,213 | — | 2,352 |
| Tunisia | 540 | — | 1,160 |
| **NORTH AMERICA** | | | |
| Canada | 5,639 | 6,623 | 7,263 |
| Cuba | 2,168 | 2,114 | 2,315 |
| Mexico | 5,482 | 4,897 | 7,725 |
| United States | 52,994 | 52,637 | 56,027 |
| **SOUTH AMERICA** | | | |
| Argentina | — | 4,818 | 4,836 |
| Brazil | 17,648 | — | — |
| Chile | 1,638 | 1,499 | 1,654 |
| Venezuela | — | — | 1,202 |
| **ASIA** | | | |
| Bangladesh | — | 1,806 | 1,709 |
| China | 40,265 | — | — |
| India | 11,660 | 12,543 | 14,965 |
| Indonesia | — | 2,480 | 2,052 |
| Iran | 5,568 | — | 2,996 |
| Israel | 2,214 | — | — |
| Japan | 45,430 | 44,686 | — |
| Korea, South | 35,837 | 41,543 | 44,288 |
| Malaysia | 2,554 | 3,397 | — |
| Philippines | — | 804 | 1,768 |
| Sri Lanka | — | 2,368 | — |
| Thailand | 7,289 | 7,728 | — |
| Turkey | 6,685 | — | — |
| **EUROPE** | | | |
| Austria | 8,440 | 9,560 | 8,910 |
| *Belgium | 8,327 | — | — |
| Bulgaria | 5,171 | 4,924 | 4,583 |
| Czechoslovakia | 9,844 | 10,020 | 10,565 |
| *Denmark | 9,554 | 10,957 | 11,129 |
| Finland | 8,930 | 8,694 | 9,106 |

| | 1985 | 1986 | 1987 |
|---|---|---|---|
| **EUROPE** continued | | | |
| *France | 37,860 | 37,701 | 43,505 |
| Germany, East | 6,218 | 6,486 | 6,515 |
| *Germany, West | 54,442 | 63,724 | 65,670 |
| *Greece | 4,651 | — | — |
| Hungary | 9,389 | 9,857 | 9,111 |
| *Ireland | 2,679 | — | — |
| *Italy | 15,545 | 16,297 | 17,109 |
| *Luxembourg | 297 | 367 | 355 |
| *Netherlands | 12,629 | 13,368 | 13,329 |
| Norway | 3,559 | 3,284 | 6,757 |
| Poland | 9,649 | 9,881 | 10,416 |
| *Portugal | 10,293 | 10,782 | 7,733 |
| Romania | 5,276 | — | — |
| *Spain | 34,684 | 38,405 | 38,302 |
| Sweden | 9,532 | 10,587 | 11,516 |
| Switzerland | 11,822 | 11,626 | 12,410 |
| *United Kingdom | 52,994 | 57,845 | 59,837 |
| Yugoslavia | 11,175 | 10,734 | 10,619 |
| **OCEANA** | | | |
| Australia | 10,251 | 7,460 | — |
| **U.S.S.R.** | | | |
| U.S.S.R. | 83,976 | 83,472 | 83,011 |
| Byelorussia SSR | 3,432 | 3,182 | — |
| Ukraine SSR | 8,362 | 8,155 | 8,134 |

SOURCE: UNESCO Statistical Yearbook, 1989, except U.S. figures, supplied by *Publishers Weekly* from R.R. Bowker Data Services, New York; U.K. figures from *The Bookseller*, London; Canadian figures (corrected) from Statistics Canada, (Michel Frève, Book Publishing Survey manager), Ottawa. U.S. figures do not include publications of state and local governments, some institutions, company reports, proceedings, lab manuals, yearbooks, U.S. Government Printing Office output and university theses. However, the books of University Presses, religious organizations and other nonprofit publishers are included.

*EEC country.